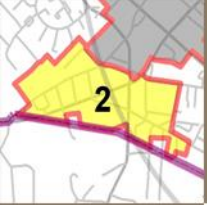


3. Arts, Culture & Historic Preservation



South Washington Street Corridor Planning Opportunity Area 2

Arts, Culture & Historic Preservation

Overview

This section explores sites, events, projects, and historic preservation related to the promotion of arts and culture within the South Washington Street Corridor Planning Opportunity Area (POA). For historical context and background of the community see Chapter 2, Background.

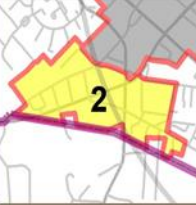
The South Washington Street Corridor POA is an important artistic and cultural epicenter in the City. A key priority in encouraging redevelopment in this area is supporting and expanding existing artistic and cultural opportunities as well as promoting the creation of new ones. Redevelopment should support and pay homage to the area's rich history and culture.

Key issues regarding Arts, Culture and Historic Preservation in the South Washington Street Corridor POA are as follows:

- Current conditions in the area tend to hide culturally important areas and artistic venues through the lack of wayfinding signage, open space, and public parking, as well as by making these areas inaccessible to pedestrians. There is no coherent connection for visitors between culturally important structures or venues.
- In order to create a cohesive community it is important that the artistic and cultural elements of the area are promoted and tied together.

This can be done through the use of increased pedestrian infrastructure, wayfinding signage, open design elements that invite people to certain areas, and through the use of creative and artistic elements that inform, entertain, and educate visitors.

- A unique marketing strategy could be established that would help to bring more people to the area and to establish a sense of place for visitors.
- Preservation of historic properties and sites is essential in safeguarding the culture of the area.
- The Tinner Hill neighborhood is the most important cultural element in the South Washington Street Corridor POA. It is also a major historic icon for the City as a whole, and is nationally known as the location of the first rural branch of the NAACP. The importance of this area cannot be overstated when planning for redevelopment in the area.
- The religious institutions in the area are important cultural elements that draw people in and give character to the City. They provide important functions to individuals and to the community.
- Artistic endeavors bring people from the City and across the region to the area for events, displays, and performances. In turn, this helps



to establish an identity as a center of artistic importance.

- The South Washington Street Corridor POA is home to many unique businesses that enhance the artistic and cultural atmosphere of the area and the City. Existing unique businesses should be retained and incorporated into redevelopment to the extent possible.

Structures & Landmarks

There are several unique structures and landmarks throughout the South Washington Street Corridor POA. The City and developers should seek to enhance these sites and use them as center points of redevelopment. Redevelopment projects should be designed in a way that protects the sites while still promoting them as culturally important aspects of the City.

Tinner Hill Monument

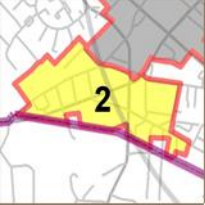
A 15-foot tall, pink granite arch was constructed at the northwestern corner of the Tinner Hill Street and South Washington Street intersection in 1999. The construction of the Tinner Hill Monument was sponsored by the Tinner Hill Heritage Foundation and supported by a Commonwealth of Virginia grant, the Wollenberg Foundation, individual donations, and the donation of land from International Motors and the City of Falls Church. It



(Above) The Tinner Hill Monument.

(Below) Joseph Tinner and Dr. E. B. Henderson historical plaques at the base of the monument.



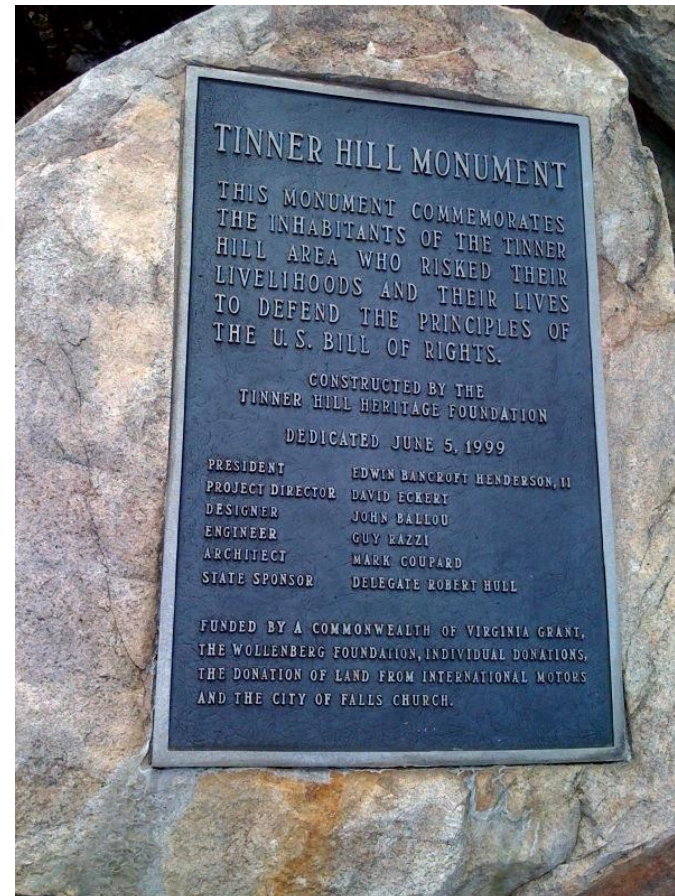


South Washington Street Corridor Planning Opportunity Area 2

Arts, Culture & Historic Preservation

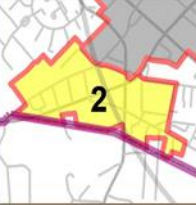
was designed by John Ballou and utilizes pink granite that was originally quarried from Tinner Hill. The granite was donated by owners of more than thirty structures that had been constructed of the material. An arch shape was chosen for its aesthetic appeal and because the shape symbolizes two races meeting, which appealed to local NAACP founder and stonemason Joseph Tinner. Tinner had been responsible for quarrying pink granite from what is now known as Tinner Hill, and was also known for the construction of arch-shaped monuments in the area.

The Tinner Hill Monument is a unique historic monument in the South Washington Street POA that represents the Civil Rights struggle in Falls Church and the nation. The plot on which the monument is located is nicely landscaped and includes a bench and historic plaques. However, this culturally and artistically important landmark is currently under promoted by surrounding land uses and streetscape. Large surface parking lots and a lack of adequate sidewalks surround the monument along Tinner Hill Street. Redevelopment of the property adjacent to the monument should include design elements that frame and promote it to both pedestrians and passing motorists along South Washington Street. A second monument that mirrors the first has been proposed for the opposite side of the intersection of Tinner Hill Street and South Washington Street. This monument would complement the existing one and provide a gateway feature to the Tinner Hill cul-de-sac and the Tinner Hill Historic Site.



The Tinner Hill Monument Plaque. It reads:

"This monument commemorates the inhabitants of the Tinner Hill area who risked their livelihoods and their lives to defend the principles of the U.S. Bill of Rights."



Henderson House

The Henderson House is located at 307 South Maple Avenue and is currently owned by descendants of civil rights activist Dr. Edwin Bancroft (E. B.) Henderson, and his wife Mary Ellen Henderson. The original house was built at 121 South Washington Street. The current house replaced it in 1913. In the 1920's, the construction of Lee Highway across the property led the Hendersons to relocate the house. The Henderson House was granted historic designation by the City in 1993, and was given a Virginia State Historic Marker in 2006. Inclusion in the National Registry of Historic Places has been proposed and is up for review as of February 2013. The house is still owned and occupied by the Henderson family.

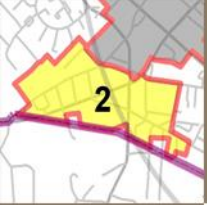
The Henderson House lacks sidewalk frontage, is currently only marked with a single non-distinct historic designation marker, and has been encroached on by nearby structures. It is also located in an area that is recommended for high-density redevelopment (See Chapter 5, Proposed Land Use). As redevelopment in the South Washington Street Corridor occurs, it may be reasonable to move the structure once again to a nearby location that would be more suitable and that would provide the proper setting for such an important historic icon.



(Above) An aerial view of the Henderson House, in the center surrounded by trees, and the surrounding conditions.

(Below) The Henderson House at ground level from South Maple Avenue.





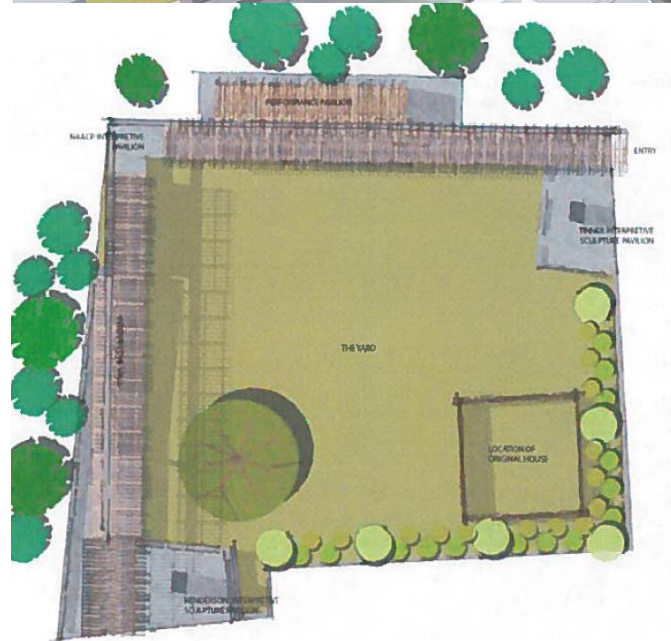
South Washington Street Corridor Planning Opportunity Area 2

Tinner Hill Historic Site

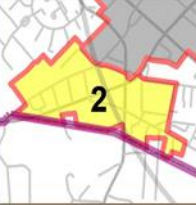
The Tinner Hill Historic Site is a proposed interactive park and activity center located along Tinner Hill Street south of South Washington Street in the City. The property is currently owned by the City of Falls Church and Fairfax County. It was bought in 1999 as part of an effort to establish an historic heritage site. In December, 2001, the City and County began an effort to work with the Tinner Hill Heritage Foundation in developing the Site. An initial agreement expired when milestones were unable to be completed due to the economic downturn and design delays. The City and County are now developing a public partnership that would lease the land to the Northern Virginia Regional Park Authority (NVRPA) for 99 years in order to create a cultural and tourist attraction in the area.

The Tinner Hill Heritage Foundation re-evaluated the Site purpose and design in 2007. Since then, the Foundation has hosted community input sessions and provided design research for a new Site layout. Plans for the Site were developed by the landscape architecture firm of Smith + Murray studios and includes an interpretive historical area and a place for passive park activity.

The Tinner Hill Heritage Foundation asked the City Council for funding assistance for the design and construction of the Tinner Hill Historic Site in June 2012. Funding is also being sought from grants through the NVRPA and the National Park Service



Renderings of the proposed Tinner Hill Historic Site prepared by Smith Murray Studios for the Tinner Hill Heritage Foundation.



Heritage Preservation Services. The project will need a total of \$910,000 according to a document presented by the Tinner Hill Heritage Foundation. This amount will be phased over time by fundraising and grants. As of July 1, 2013, the Site is set to receive \$20,000 in state funding as part of the City's Arts & Culture District.

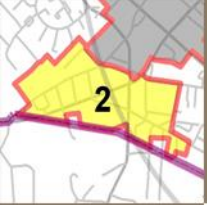
The proposed Tinner Hill Historic Site would make an excellent cultural and historic contribution to the South Washington Street Corridor POA and to the City as a whole. It would also provide a destination for pedestrians in the South Washington Street Corridor POA as well as cultural, artistic, educational, and tourism opportunities. Specifically, it could be used as a full or partial venue for the John Jackson Blues Festival and an initial meeting space for the Tinner Hill Walking Tour. The City has shown past support for the project with regard to the land purchase and leasing opportunity, and continued reasonable support is recommended.

The Falls Church

The Falls Church is located immediately adjacent to the South Washington Street POA. Though it is not technically within the borders of the South Washington Street POA, its close proximity has major influence on the area. The 280-year-old Falls Church is the City's namesake and a local destination that draws people for worship and other church-related events.



Historic (Top) and modern (Bottom) pictures of The Falls Church from the main entrance along South Washington Street.



South Washington Street Corridor Planning Opportunity Area 2

The original church was a wooden building built as William Gunnell's Church in 1733. By 1757, the church had established the name "The Falls Church" because of its location on a main road from the Little Falls to the Potomac River. The current basic colonial-style brick structure was completed in 1769 to replace the original wooden structure. It was used as a recruiting station for the Fairfax militia during the Revolutionary War and as a hospital for Union troops during the Civil War. Congregations have actively and continuously worshipped at the church since 1873.

Some small repairs have been made to the 1769 structure to repair war damage and renovations occurred in 1908 and 1959, though it is largely composed of the original construction. A new main sanctuary with a capacity of 800 was added in 1992 and is a prominent feature along East Fairfax Street in the South Washington Street Corridor POA. The 1769 church building is one of six City sites on the National Register of Historic Places.

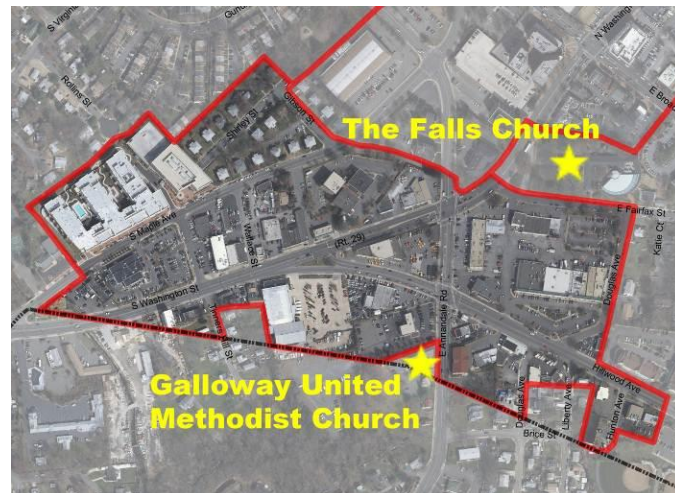
Galloway United Methodist Church

Galloway United Methodist Church is located along East Annandale Road at the gateway to the City. It is not included within the established boundaries of the South Washington Street Corridor POA, but has considerable cultural influence on the redevelopment area.



(Above) A view from East Fairfax Drive of the modern sanctuary addition to The Falls Church.

(Below) Locations of the Falls Church and Galloway United Methodist Church in relation to the South Washington Street Corridor POA, outlined in red.





Galloway United Methodist Church was constructed in 1867 for former slaves. It was built on land owned by Harriet Brice. The church was the location of the first African American Sunday school in Falls Church. In the early to mid-20th century, it was remodeled to no longer include the original steeple that was prominent at the southern gateway into the Town of Falls Church along East Annandale Road. Even without the steeple, the church building is still a prominent gateway feature and cultural icon for the area and is visibly elevated on a hill along East Annandale Road.

Yellow Cab Building

The Yellow Cab building is a uniquely shaped building at the corner of Hillwood Avenue and South Washington Street. The structure was built in the early 1900s and has had iterations as a Gulf, DeSoto, and Chrysler dealership, before its current use.

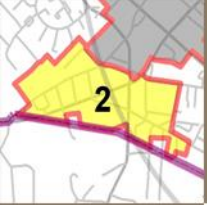
The history and unique form of the building makes it a viable and landmark structure to the area. It currently serves an important function to the area as a taxi company. This function is particularly important due to the close proximity to the new Intermodal Transit Plaza. If the property were to be sold, then it is recommended that the current structure be kept due to its unique form. An historic museum or other attraction within a portion of the building would make an excellent pedestrian-oriented addition.



(Above) Galloway United Methodist Church at the gateway to the City along East Annandale Road.

(Below) Various historic iterations of the current Yellow Cab building.





South Washington Street Corridor Planning Opportunity Area 2

Organizations & Events

Several organizations and community events help to celebrate the cultural importance of the area and bring the arts to the community.

Tinner Hill Heritage Foundation

www.tinnerhill.org

The Tinner Hill Heritage Foundation is one of many groups that have been working with the city to form an Arts and Culture District. It is registered in the Commonwealth of Virginia as a 501 c (3) nonprofit corporation. The foundation was created by Edwin B. Henderson III in 1997 and is responsible for preserving the African-American heritage and culture of the Tinner Hill neighborhood. Preservation methods include sponsoring educational events and opportunities, creating memorials and monuments, organizing festivals and cultural events, and producing videos and websites, among others. The Foundation was also responsible for the construction of the Tinner Hill Monument in 1999, sponsors the annual John Jackson Blues Festival, and is leading the effort to develop the Tinner Hill Historic Site.



John Jackson Blues Festival

The Tinner Hill Annual John Jackson Blues Festival is an annual three-day regional event that brings up to 3,500 people to the City, with a peak daily attendance of 1,500 people. It is sponsored by the Tinner Hill Heritage Foundation and named after John Jackson, a well-known area blues musician.

Though it is historically connected to Tinner Hill, the Festival is currently held outside of the Tinner Hill area due to lack of public open space. According to the Tinner Hill Heritage Foundation, the original festival was held along Wallace Street within the South Washington Street Corridor POA one block north of Tinner Hill Street, and was moved to provide more space. Bringing a portion of the festival back to the area would be an important step in revitalizing the neighborhood and in promoting redevelopment by inviting visitors and attracting residents. Festival-goers could be immersed in the culture of the area and have easy access to historic structures, attractions, and community businesses. The creation of public open space in the form of parks, plazas, or festival streets, within the area would most likely be necessary to support all or part of the Festival. The Tinner Hill Historic Site is one such project that may be able to provide a full or partial venue for the festival.





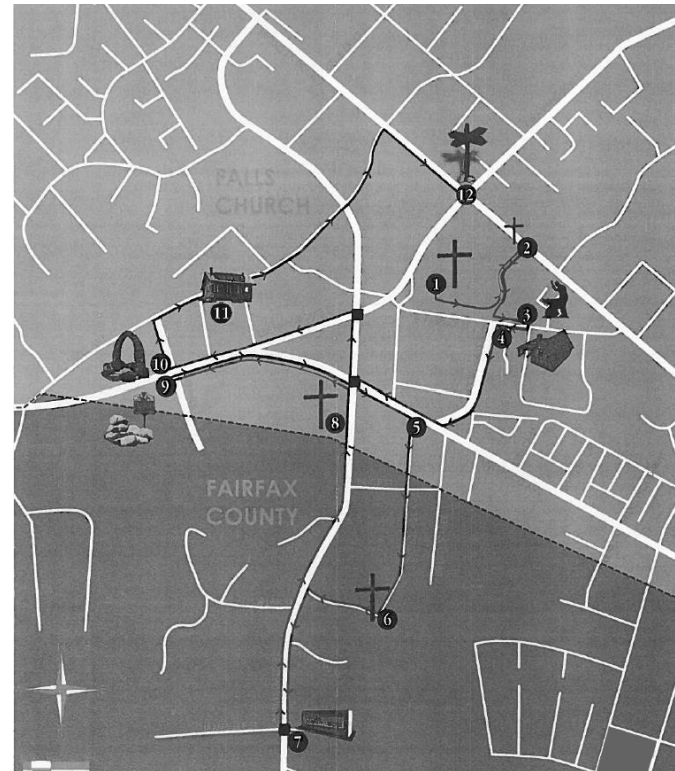
Tinner Hill Walking Tour

The award winning Tinner Hill Walking Tour, officially named “Giving Voice: 140 Years of African American Heritage in Falls Church and Northern Virginia” provides an example of uniting and highlighting cultural elements throughout the South Washington Street Corridor POA. It is a creative, low cost use of current technology to provide an entertaining and educational audio history of the area to visitors. The Tinner Hill Walking Tour was created by the Tinner Hill Heritage Foundation with the assistance of graduate students from Virginia Tech and won the American Planning Association Student Design Award. The implementation of the Tour is planned to be funded by grants and to begin in Summer 2012.

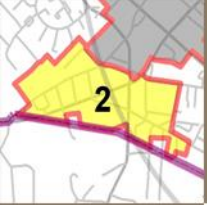
The Tinner Hill Walking Tour will start at The Falls Church and proceed through the City with stops at local historic sites. It also continues into historic parts of neighboring Fairfax County that were originally part of the Town of Falls Church. It will have stops at Galloway United Methodist Church, Second Baptist Church, and the James Lee Community Center, among others. An audio guide of the sites will be available via cell phone to visitors, funded with a \$5,000 matching grant from the Virginia Commission of Arts.

The City could help support this endeavor by providing wayfinding signage or streetscape elements that support the Trail. This could include

historical plaques, maps, kiosks, or pavement features that mark tour locations. In addition, the establishment of the Tinner Hill Historic Site would provide further background information on the area, a gathering space, and initial meeting place for those taking the tour. As of July 1, 2013, the City has received \$10,000 in State funding for this project as part of the City’s Arts & Culture District.



Map of the Tinner Hill Walking Tour as prepared by graduate students at Virginia Tech in conjunction with the Tinner Hill Heritage Foundation.



South Washington Street Corridor Planning Opportunity Area 2

ArtSpace Falls Church

www.creativecauldron.org/30.html

ArtSpace Falls Church is located in a 3,000 sqft space on the ground floor of 310 South Maple Avenue, Pearson Square. It includes a 95-seat performance venue as well as a permanent art gallery. ArtSpace is flexible art space that was included in the Pearson Square/Tax Analysts mixed-use development as part of negotiations between City Council and the developer. ArtSpace officially opened in 2009 and is currently home to two artistically focused nonprofit organizations, Creative Cauldron and Falls Church Arts.

ArtSpace was made possible by a Special Exception voluntary concession negotiated by the City Council during the development review process in 2005. The Special Exception included a 10 year lease on the ArtSpace area within the building for \$10 per square foot. Initial funding for ArtSpace was provided by the City, Dominion Virginia Power, and TransWestern, the original owner of the Pearson Square building. The City provided \$100,000 through two grants in June 2005 and June 2006. The City also provides a \$5,000 grant that matches State funding through the Virginia Commission of Arts Local Government Challenge Grant. Dominion Virginia Power provided \$20,000. Pearson Square agreed to provide \$5,000 per year for 5 years for operating costs. Lessons learned from the provision of

ArtSpace in the Pearson Square/Tax Analysts development can be used throughout the area. A comprehensive assessment of the lessons learned during the provision of ArtSpace is recommended for future reference.

Attendees at the South Washington Street Corridor POA community kickoff meeting suggested the need for more advertising to promote ArtSpace. This could be in the form of ads, brochures, a marketing campaign, or dedicated signage along sidewalks and streets.

Creative Cauldron

www.creativecauldron.org

Creative Cauldron is a nonprofit organization with a focus on performing and visual arts. It has been in operation since 2002. The organization provides year round educational support for all ages in theater, dance, music, and visual arts. It currently is the leaseholder of ArtSpace Falls Church, which is located in a 3,000 sqft space at Pearson Square. It was selected as such by a joint decision between the City and the property owner to be the prime lease of ArtSpace. Creative Cauldron has received funding from the Local Government Challenge Grant, including \$20,000 as of July 1, 2013 as part of the City's Arts & Cultural District. Creative Cauldron has also been the recipient and manager of all past grants intended for ArtSpace.



In November 2012 Creative Cauldron was awarded the Rising Star Award as part of the Dominion ArtStars Awards, given in conjunction with Virginians for the Arts. The annual awards recognize arts organizations from each of five regions throughout the state that, “best demonstrate the ability to enhance communities, lift our spirits and build a better quality of life.” The 2012 Rising Star Award presented to Creative Cauldron recognizes such organizations that are less than ten years old.

Creative Cauldron has an immense impact on the community through arts-related events at ArtSpace Falls Church. In the 2011 to 2012 season 8,261 people attended a performance or participated in programs at ArtSpace. An additional 2,800 people participated in arts-related and community events sponsored by Creative Cauldron. Theater, dance, music, and visual arts programs and performances engaged 350 artists in the 2011 to 2012 season. During this season, 175 arts-related events were held at ArtSpace Falls Church. These events included workshops, classes, theater performances, exhibits, and an Arts Adventure Camp. The number of events and participants speak for the immense impact the organization, in concert with ArtSpace Falls Church and Falls Church Arts, has on the community.

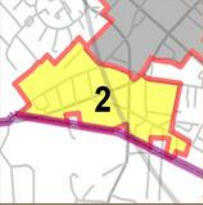


...where imagination bubbles over.

Creative Cauldron 2011-2012 Summary

A total of **11,061** people attended or participated in a program sponsored by Creative Cauldron. In addition, a total of **175** arts-related events were held at ArtSpace Falls Church. The breakdown for the 2011-2012 season is as follows:

- **8,261** people attended or participated in a performance at ArtSpace.
- **2,800** people participated in other arts-related and community events sponsored by Creative Cauldron.
- **350** artists were engaged for programs or performances.
- **5** sessions of Arts Adventure Camp (2-3 weeks in duration).
- **5** Arts Adventure Camp Performances.
- **50** Workshops and classes (6-8 weeks in length on average, plus individual lessons year round).
- **70** Theater Performances.
- **35** Music and Dance Performances Presented by Guest Artists.
- **10** Workshops & Exhibits presented by Falls Church Arts.



South Washington Street Corridor Planning Opportunity Area 2

Falls Church Arts

www.fallschurcharts.org



Falls Church Arts (FCA) is a nonprofit organization founded in 2003 to promote visual, performing, literary, and applied arts in the greater Falls Church area.

FCA develops and creates programming, including art shows, with entries from regional artists as far as Pennsylvania and Newport News, VA. The Expanding the Arts program began in 2013 and includes a 20 page catalog of Art Shows, over 15 different classes, Art Labs, and Artist Demonstrations with local as well as internationally acclaimed artists. FCA has expanded the number of locations for classes, demonstrations and lectures with four additional locations which increases options for art programming throughout the City of Falls Church, including Public Art and the Annual Plein Air Festival. Other arts programming includes the Gallery Without Walls program in local businesses, Art in the Park at Cherry Hill Concerts, Annual Halloween Paint-In, ArtWORKS – a special annual event for art education with area schools; Intern

Programs, and the Art Legacy Program. FCA is an independent organization that holds most of its gallery events at ArtSpace Falls Church in the Permanent Gallery as an Artistic Partner with Creative Cauldron. FCA's growth and dedication to its Expanding the Arts program and its new pARTicipation program for public art and events throughout the City and surrounding area, particularly at ArtSpace Falls Church, place FCA in a position to significantly help promote and establish the South Washington Street Corridor POA as a center for the arts.

Additional Venues

There is potential to establish additional cultural event venues in the South Washington Street Corridor POA. These can be dedicated spaces within new redevelopment projects, open space, public squares, or theaters. Attendees at the kickoff event expressed the desire for more event spaces in addition to that provided by ArtSpace Falls Church, such as indoor theaters for smaller acts or outdoor amphitheaters for large acts. These could be used to stage cultural events, such as the John Jackson Blues Festival, to present art galleries, to host theater groups, or to establish small museums that display the history of the area.



Art-Related Businesses

Several established private businesses are important artistic and cultural elements of the South Washington Street Corridor POA. These businesses attract customers from all over the Washington, D.C. Metro area and help to make Falls Church and the South Washington Street Corridor POA a destination.

Falls Church Music Conservatory

The Falls Church Music Conservatory (FCMC) is a private musician educational facility located on Hillwood Avenue at the southeastern edge of the South Washington Street POA. The FCMC was founded in 1995 by Isabel Benemelis. The school features performing musicians who teach students of all ages.

Foxes Music Company

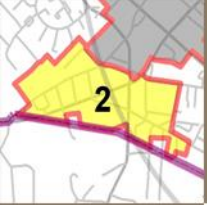
Foxes Music Company is located on South Washington Street near the intersection with Hillwood Avenue. The store has been located in the City since 1953. It provides supplies to musical artists including choral, classical, popular, band, and instrumental music sheets, as well as a variety of instruments for sale or for rental. Music lessons are also held on the premises. The store draws base of customers from around the region.



(Above) The Falls Church Music Conservatory logo.

(Below) The Foxes Music Company storefront along South Washington Street.





South Washington Street Corridor Planning Opportunity Area 2

Victory Comics

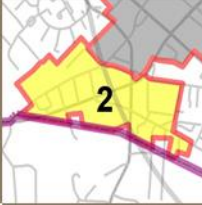
Victory Comics is located at 586 South Washington Street and has been in this location for two and one-half years. The gaming superstore carries a range of items, including games and historic comics dating from the 1930s. It has been named one of Falls Church's top 10 destinations by the Washington Post's Falls Church Neighborhood Guide. Victory Comics serves comic collectors, investors, casual readers, and includes a dedicated section for young readers. It also has the largest dedicated in-store gaming area inside the beltway in Northern Virginia.

Events held at the store can draw in excess of one hundred customers at a time. This includes "FreeComic Day" on the first Saturday in May, during which the store hosts local comic book artists. Regular gaming event weekends and midnight product prereleases draw people from around the region. Visitors to these events also patronize other businesses within the South Washington Street Corridor POA.

Victory Comics hosts online and national convention operations at this site in addition to the retail operations. The store acts as a resource for local nonprofits that receive comics as donations, including the Mary Riley Styles Public Library and the Salvation Army.

The Victory Comics sign along South Washington Street.



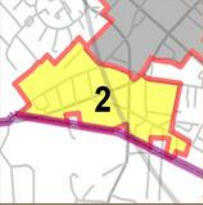


Restaurants

There is a rich variety of unique restaurants within the South Washington Street POA. Many contribute to the rich culture of the area by providing cuisine options from around the world. The artistic importance of the culinary arts should also be considered in the preparation of diverse high quality food options. The City should seek to preserve a culturally diverse selection of food options in the area as well as seek the establishment of other high quality restaurants with redevelopment.

Other Businesses

In addition to those listed above, other businesses in the South Washington Street Corridor POA not directly related to the arts help to make the area a retail destination. A variety of small stores are located along South Washington Street, Annandale Road, and Hillwood Avenue. As redevelopment occurs, the unique character that this assortment of businesses provides should be maintained.



South Washington Street Corridor Planning Opportunity Area 2

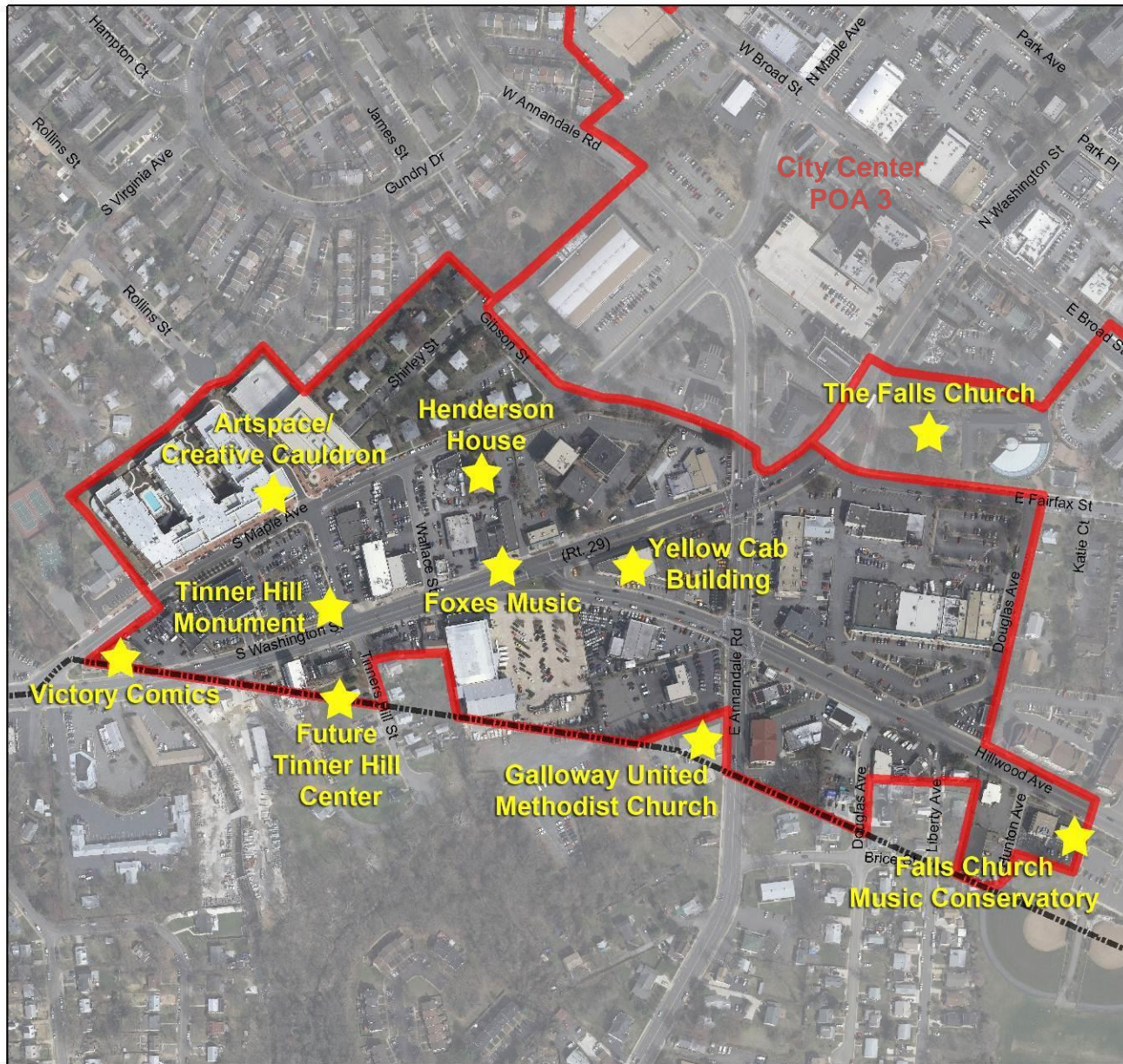
Arts, Culture & Historic Preservation



Restaurants in the South Washington Street Corridor POA

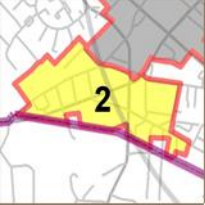
Name	Category	Address	Phone
Blanca's Restaurant	Mexican & Salvadoran	418 South Washington Street	703 538 2466
Elevation Burger	American	442 South Washington Street #C	703 237 4343
Fanny's Restaurant	Bolivian	436 South Washington Street	703 532 4155
Halalco Supermarket	Indian Subcontinent	155 Hillwood Avenue	703 532 3202
Happy Family	Chinese	301 South Washington Street	703 534 4852
La Miguelena	South American	404 South Washington Street	703 241 8244
Lebanese Butcher	Lebanese	150 Hillwood Avenue	703 533 2903
Lesly Restaurant & Bar	Tex-Mex	306 Hillwood Avenue	703 241 3795
Meat in a Box	Persian	312 South Washington Street	703 533 9070
Pizzeria Orso	Italian	400 South Maple Avenue, Ground Floor	
Red Hot & Blue	Barbecue/Southern	169 Hillwood Avenue	703 538 6466
Super Chicken	Peruvian	422 South Washington Street	703 538 5366

South Washington Street Corridor Planning Opportunity Area 2



Arts & Culture
S Washington St Corridor
Planning Opportunity Area 2
City of Falls Church
Legend
City Boundary
Planning Opportunity Area
Places of Arts & Culture
Map Based on 2009 Aerial Imagery for City of Falls Church

Arts, Culture & Historic Preservation



South Washington Street Corridor Planning Opportunity Area 2

Arts, Culture & Historic Preservation

Placemaking

The South Washington Street Corridor POA contains several opportunities for placemaking in regard to the artistic and cultural elements of the area.

Tinner Hill Street

Tinner Hill Street stretches from South Maple Avenue southward across South Washington Street and into a cul-de-sac located just over the Fairfax County border. The area is culturally rich, with an African-American heritage that dates back to the antebellum era.

There is potential to promote the redevelopment of Tinner Hill Street between South Washington Street and South Maple Avenue as part of a pedestrian oriented festival street that celebrates the cultural importance of the area with unique street-level restaurants and retailers as well as public art, educational plaques, signage, and streetscape elements. This section of street should be exceptionally pedestrian friendly and allow for full closure to easily accommodate on-street markets and festivals.

Tinner Hill Pink Granite

Granite, Trondhemite, was mined from a quarry at Tinner Hill by Joseph Tinner and his brothers and is

a strong cultural identifier for the area. Structural use of native pink granite should be highly encouraged as an architectural element in new buildings. Tinner Pink The stone was used to construct sturdy monuments, such as the Tinner Hill Arch, and buildings in the area, many of which were destroyed and replaced with poorly-built structures in the mid-20th Century. Some buildings in the City still contain foundations constructed of pink granite. New structures could incorporate pink granite into architectural elements, murals, paving, or public art pieces. The City currently has Tinner Hill Pink Granite preserved from excavation during the construction of Pearson Square that could serve as material for monuments or architectural features in the area.



The since demolished Falls Church Bank, an example of the use of Tinner Hill Pink Granite in building construction.



Public Art

Public art can be both aesthetically appealing and educational. One such example existing in the South Washington Street Corridor POA is the previously mentioned Tinner Hill Arch. The combination of aesthetic design; the use of historically relevant materials; the provision of sitting space, landscaping, and informative plaques used at the Tinner Hill Arch should serve as a framework for other pieces of public art in the area. It may be possible to entice local artists to develop streetscape elements that fit with the culture of the area. Streetscape elements include murals, paving designs, street lighting, and other public art pieces. Where architecture would otherwise present a blank wall toward the street, it could instead present a wall painted with a mural representing the culture and history of the area. The new Intermodal Transit Plaza will feature public art, and can make use of the historic and cultural importance of the area in its design.

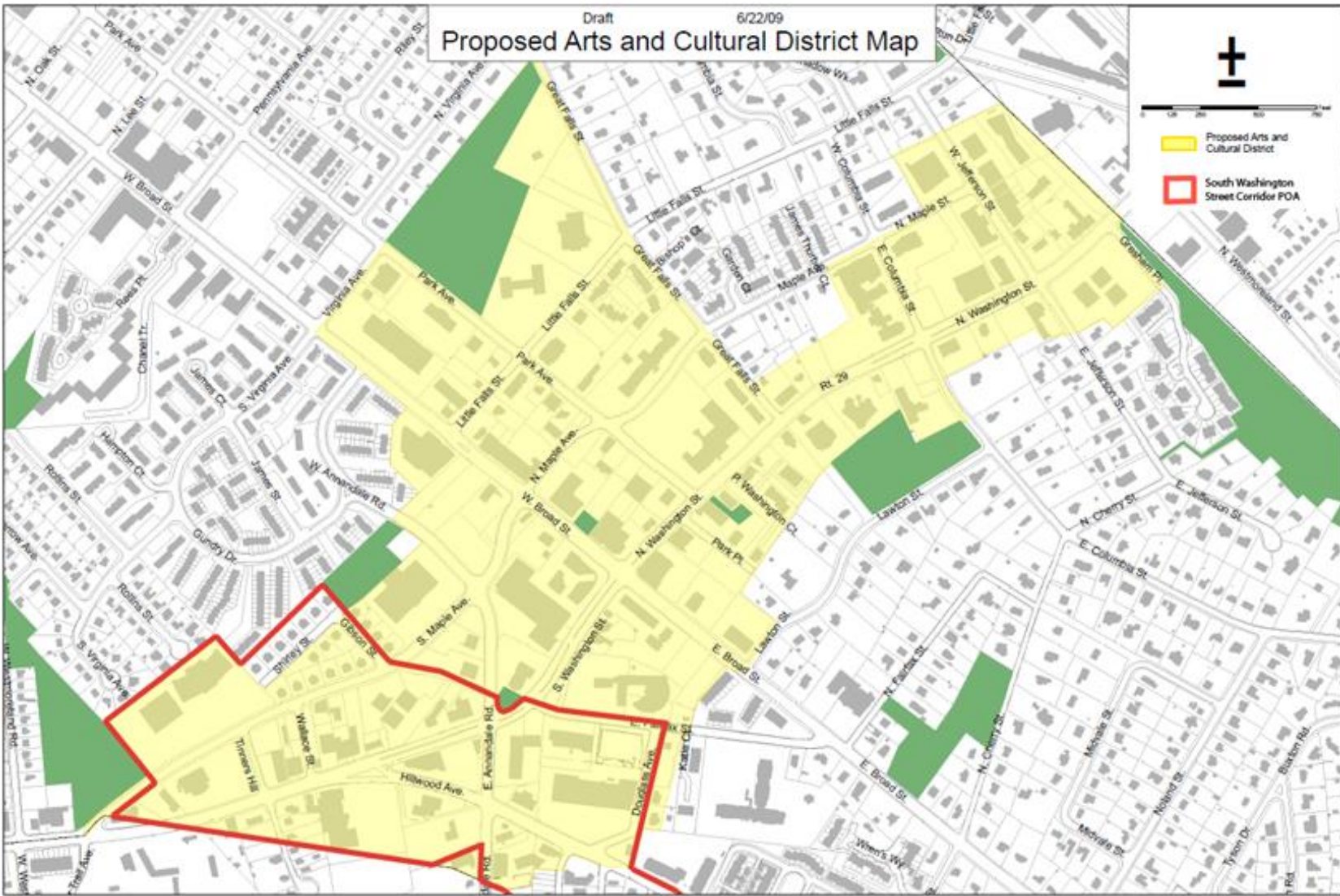
Arts & Culture District

Virginia Code §15.2-1129.1 authorizes localities to establish an Arts and Cultural District in order to support awareness and participation in the arts. The Code also allows the provision of tax incentives and regulatory flexibility within the established Arts and Cultural District (See Chapter 7, Economic Development). The boundary of a

proposed Arts and Cultural District was drawn in June 2009 that covers the central commercial areas of the City, including the majority of the South Washington Street Corridor POA. The concept for having an Arts and Cultural District within the City has been adopted, but has not yet been made official through the City Zoning Code.

City of Arts, Theatre, Culture and History (CATCH)

The City of Arts, Theatre, Culture and History (CATCH) Advisory Council was chartered by the City Council on July 27, 2009. Its general purpose is to strengthen the arts, history and culture throughout the City by helping to coordinate and facilitate local government and nonprofit organizational policies, as well as providing strategic planning around citywide issues and programming. CATCH is currently composed of thirteen members who represent various City departments, boards and commissions, and private organizations. Specific goals of CATCH include overseeing the creation of the City's Arts and Cultural District, zoning and financial incentive recommendations, comprehensive and area land use plan management related to arts, culture and history, and the creation of a virtual visitor center for the City. Coordination of public-private policies through the CATCH framework can be instrumental in the development of a center of arts and culture in the South Washington Street Corridor POA.





Arts & Culture as a Catalyst for Redevelopment

The development of a strategy to promote the artistic and cultural elements of the South Washington Street POA can help bring needed redevelopment to the area that supports these qualities. It will be important to work with existing organizations in developing such a strategy.

If businesses moving into the City choose to locate in this area in whole or in part due to these characteristics then it is in the best interests of developers to help promote such aspects of the community. This promotion could be in the form of streetscape improvements, funding for events, compatible building design, pamphlets, brochures, and/or through the integration of community space into redevelopment projects, among other ways. In addition, new residential development should include loft-style apartments that would support artisans and young professionals.

Virginia Tech Reports

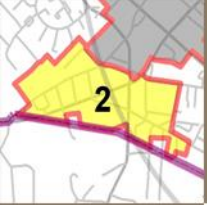
A report authored by students at Virginia Tech entitled “Falls Church Arts & Culture District” is available for review through the Economic Development Department on the City website ([Link](#)).

The report details strategies related to the implementation of an Arts and Culture District and

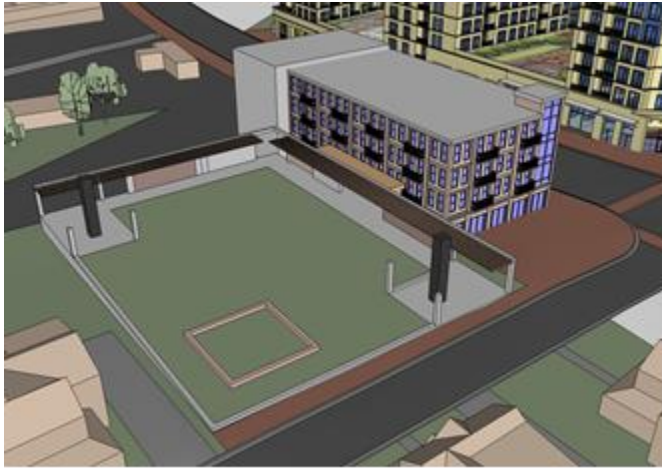
presents recommendations for zoning changes and incentives related to promoting arts and culture along South Washington Street in the Tinner Hill area. Also included in the report are strategies for attracting artistic private businesses and establishing a “Heritage Trail” that would highlight culturally important structures and sites in the Tinner Hill area. The study also suggests the potential for artisan housing in loft-style apartments.

In May 2009 students and faculty at Virginia Tech worked with the City of Falls Church to develop a report titled, “Urban Design Strategies for the City of Falls Church, VA,” which is available through the Economic Development Department on the City website ([Link](#)).

The report outlines urban design strategies for the central sections of the City, including the South Washington Street Corridor POA and the City Center POA. An Arts and Cultural District outline is presented that is slightly smaller in geographic area than the one currently proposed by the City but still encompasses the majority of the South Washington Street Corridor POA including Tinner Hill Street. Suggestions are presented for each area and include incorporating historic elements from Tinner Hill into wayfinding signs and public art.

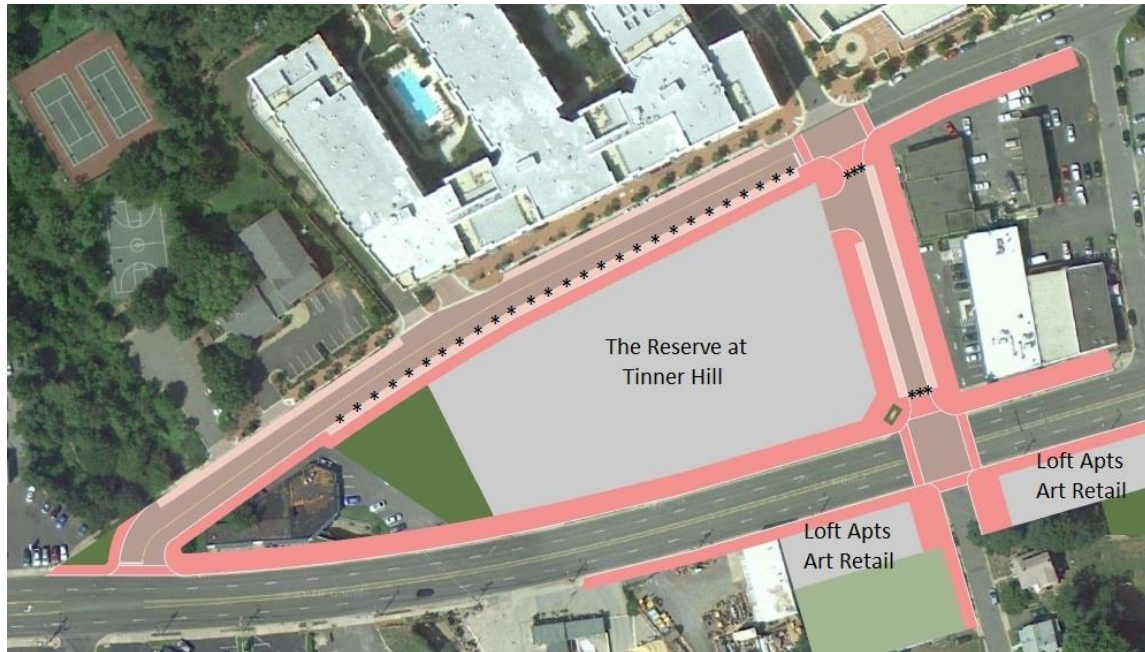


South Washington Street Corridor Planning Opportunity Area 2



(Left) A basic rendering showing the proposed Tinner Hill Historic Site and possible adjacent loft apartments with art-related ground floor retail. The Tinner Hill Historic Site will be a joint effort between the City, Fairfax County, and the Tinner Hill Foundation, as the Site is bisected by the City/County line.

(Below) Diagram showing possibility of loft apartments with ground floor art-related retail establishments in relation to the proposed Tinner Hill Historic Site and festival street along South Maple Avenue and Tinner Hill Street.



S Maple Ave & Tinner Hill St
Festival Streetscape

- Sidewalk
- Festival Street
- Parking
- New Building
- Park
- Tinner Hill Center
- * Removable Bollards



Grants

Arts and culture related grants have the potential to provide essential funding for such elements within a district. Stakeholder organizations working together within the CATCH framework, or through other means, may have greater success in securing larger grants from potential providers than would individual organizations working alone. It may provide the cohesion necessary to include many smaller projects from each organization into a larger framework that would merit the application of grant funding.

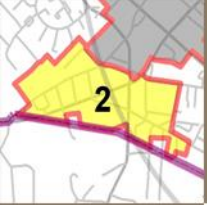
An example of member organizations and other stakeholders working together to procure grant funding to enhance the arts and culture district is currently underway. Tinner Hill Heritage Foundation, Creative Cauldron, Falls Church Arts, and CATCH have jointly sought a \$400,000 grant from Artplace that would be used to fund district wide enhancement projects. Projects include the development of navigational tools and design elements that connect the art venues, businesses, Intermodal Transit Plaza, and historic sites. The grant funds would also be used to continue construction on the Tinner Hill Historic Site and to develop programming materials. These groups are also working together with the developer of The Reserve At Tinner Hill, Lincoln Properties, in order to provide arts and culture related elements that work with the \$1 million in proposed proffers for the South Washington Street Corridor POA. Though

the Artplace grant application was not approved, it is very encouraging that the City is already home to groups that are willing to work together and with outside parties to achieve a cohesive vision for grant application and implementation.

As of July 1, 2013 the City has approved \$20,000 in grants for businesses that are members of CATCH. This is the second year of the program. In addition, the City secured \$50,000 from the Virginia Department of Housing & Community Development for the funding the Tinner Hill Historic Site (\$20,000), Tinner Hill Walking Tour (\$10,000), and Creative Cauldron (\$20,000) as part of the City's Arts & Culture District.

Marketing

A marketing strategy for the South Washington Street Corridor POA has the potential to attract developers and unique businesses by informing them of the opportunities that the location and the City provide. This strategy could include standardized logos and a color template for the area, as well as a dedicated website. It should be based strongly on the cultural importance of the area and the City should work with local groups, businesses, and citizens to create a working implementation plan.



South Washington Street Corridor Planning Opportunity Area 2

Branding

An important aspect of attracting visitors, developers, and residents, as well as creating a sense of place, will be to develop a unique brand for the area. The City should work with local residents, businesses, and organizations to develop and to market a brand that can be leveraged for mutual benefit. For example, the South Washington Street Corridor POA has a potential branding opportunity with the nationally significant culture and history of Tinner Hill, the Henderson House, and ArtSpace, among others. Final branding and brand marketing strategies will be the product of discussions between all stakeholders and City officials in the context of broader City branding efforts.

Engaging Current & Prospective Stakeholders

It is essential that stakeholders work together in creating and implementing a marketing strategy for the area. Developers should be encouraged to work with existing businesses to include affordable space within new projects and to market additional retail space to businesses that would add to the artistic and cultural atmosphere of the area. Attracting new stakeholders should also be a marketing priority in order to spur redevelopment and to fill proposed new office and retail space. Prospective stakeholder meetings with City officials and current business owners, area tours, relocation

incentives, and marketing packages that describe the area's amenities and potential could be used to market the site and to present the brand.

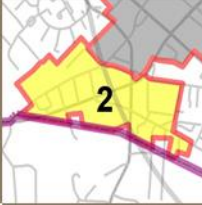
Historic Preservation

Historic properties and sites are culturally important elements of the South Washington Street Corridor POA. These properties and sites help to establish the area and the City as a cultural center. Preservation of these assets helps to educate visitors and safeguard local and regional history.

Buildings and sites that are designated historic are those that have historic or architectural importance. In 1984, the City's Historic and Cultural Conservation District (HCCD) Ordinance (Ordinance 1072) was adopted to help preserve historic structures. The ordinance created the Architectural Review Board, which has since become the Historic Architectural Review Board (HARB) to review requests for demolishing, moving, or altering exteriors of historic structures. The Falls Church Historical Commission, created in 1976, is tasked with identifying historic sites.

Designated Historic Buildings

There is only one structure currently designated as historic within the boundaries of the South Washington Street POA, with three additional properties located just outside the official



boundaries. It is important that redevelopment not overtake these sites and that architectural elements of new developments merge with those of historic structures. Design and massing considerations should take into account any adjacent historic structures and seek to preserve them.

The only building designated historic within the South Washington Street Corridor POA is the Henderson House, located at 307 South Maple Avenue. The Henderson House is also being considered for a State historic designation. The three buildings designated historic that are just outside the borders of the South Washington Street Corridor POA are 107 Tinner Hill Street, 109 Tinner Hill Street, and The Falls Church. These structures are covered under the Historic & Cultural Conservation (HCC) District in the City Zoning Code (See Chapter 6, Zoning).

Historic Markers

Historic markers are located at The Falls Church and along Tinner Hill Street. Marker number one is located just south of The Falls Church along Fairfax Street. Marker number 20 is located along Tinner Hill Street south of the intersection with South Washington Street, across the street from 107 Tinner Hill Street. Additional markers are located at Big Chimneys Park and for the historic Rolling Road along the Fairfax Drive right-of-way. It will be important to provide updated, pedestrian oriented

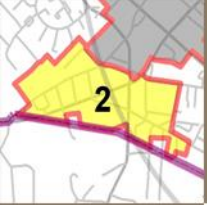
markers in addition to highlighting existing markers in the area.

Historic Conservation

These designated historic properties are important cultural elements for the City and the region. It is important not only to reduce the impact of higher density redevelopment on adjacent historic properties, but also to promote them as an essential part of the City. Preferred methods of historic preservation and a comprehensive list of historic sites in the City are available in the Comprehensive Plan.

(Left) The Henderson House historic marker along South Maple Avenue. (Right) Historic marker number 20, along Tinner Hill Street south of South Maple Avenue, describes the history of Tinner Hill.

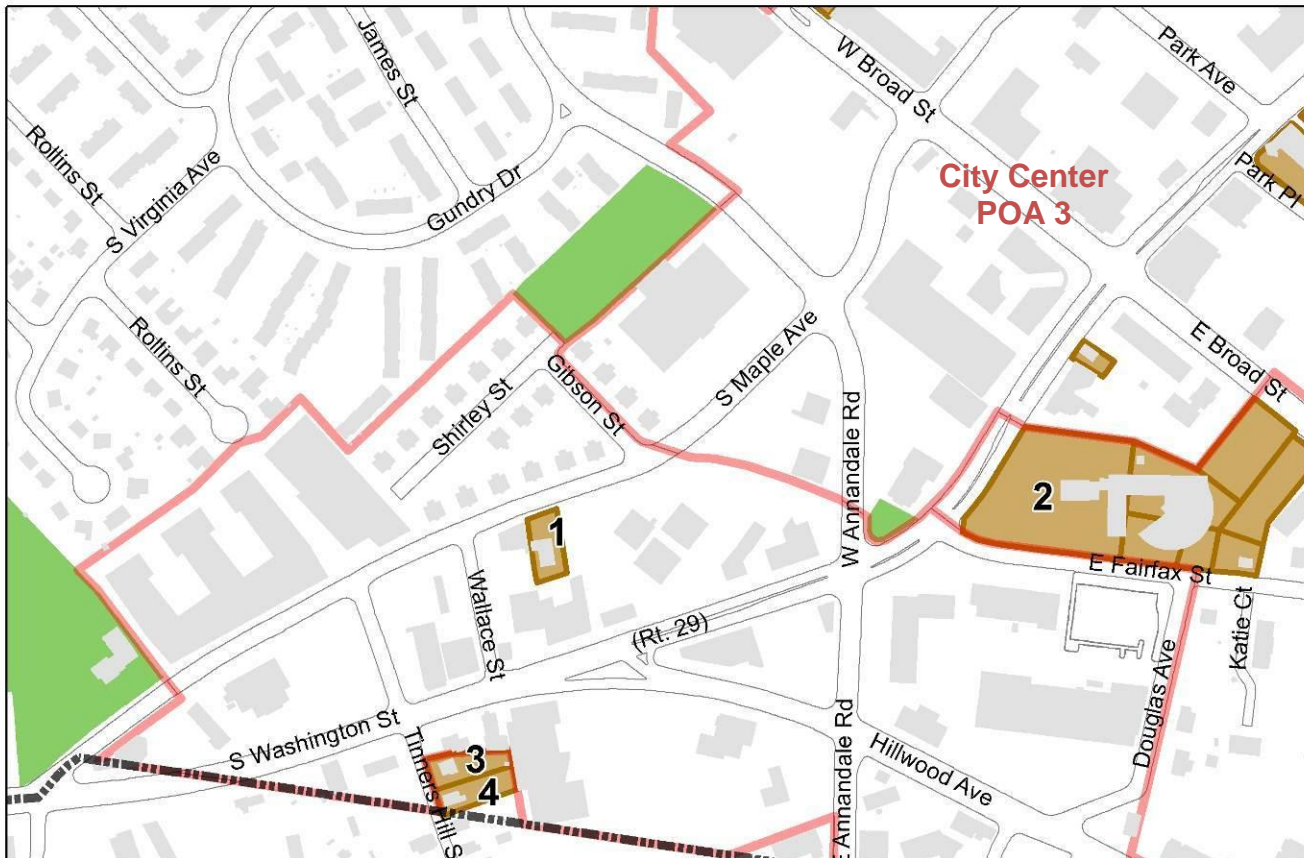




South Washington Street Corridor

Planning Opportunity Area 2

Arts, Culture & Historic Preservation



Historic Properties In or Near the South Washington Street POA

Map No.	Address	Use	Date Built	Notes
Properties In the South Washington Street POA				
1	307 S Maple Ave	SF Residential	1913	Henderson House
Properties Near the South Washington Street POA				
2	115 E Fairfax St	Church	1769	The Falls Church
3	107 Tinnors Hill Rd	SF Residential	1870	
4	109 Tinnors Hill Rd	SF Residential	1895	

Historic Properties

S Washington St Corridor

Planning Opportunity Area 2

City of Falls Church

Legend

Planning Opportunity Area

City Boundary

Historic Property

Open Space

0 100 200 300 400 Feet